

Rep Order#	6860593	Ver#	3	Mod#	1	Status	Confirmed
EC'd	Yes						

386 Last Received: 10 P.M.

Printed: 10/03/2012 6:20 PM  
10/03/2012 1:41 PM

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRESIDENT  
Estimate# 444  
Buyer STEPHANIE KING  
Phone#

**Agency** ( ) AMERICAN RAMBLER P.R.  
138 CONANT STREET  
BEVERLY, MA 02494  
**Agency CPI/P2E** //444  
**Flight Dates** 10/03/2012 - 10/09/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office ( ) PHILADELPHIA**  
**Salesperson ( ) AMY MCCREARY**  
**Salesperson Phone# 215-568-6540**  
**Salesperson FAX# 215-568-1845**

— CONTRACT COMMENT —

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypa
1	M-TU	6A-7A			:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
2	W-F	6A-7A		Buyline Comment: WAKE W/WAGNERS - 1/DAY	:30	\$700.00	10/03-10/05	2	1	2	\$1,400.00	
3	W-F	7A-9A		Buyline Comment: TODAY SHOW - 1/DAY	:30	\$900.00	10/03-10/05	3	1	3	\$2,700.00	
4	M-TU	7A-9A		Buyline Comment: TODAY SHOW 2 - 1/DAY	:30	\$900.00	10/08-10/09	2	1	2	\$1,800.00	
5	M-TU	9A-10A			:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
6	M-TU	10A-11A		Buyline Comment: TODAY SHOW 3 - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
7	W-F	10A-11A			:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
8	M-TU	11A-12P		Buyline Comment: TODAY SHOW 3 - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
9	W-F	11A-12P		Buyline Comment: RACHEL RAY - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
10	M-TU	12P-1230P			:30	\$425.00	10/08-10/09	2	1	2	\$850.00	



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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRESIDENT  
Estimate# 444  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
//444  
Agency C/P1/P2/E  
Flight Dates 10/03/2012 - 10/09/2012  
Hiatus Weeks

Rep Firm	Sales Office ( ) PHILADELPHIA	Salesperson ( ) AMY MCCREARY	Salesperson Phone# 215-568-6540	Salesperson FAX# 215-568-1845
Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	22	M-TU	630P-7P	Buyline Comment: JEOP - 2/DAY W/MAX SEP	:30	\$1,300.00	10/08-10/09	4	1	4	\$5,200.00	---
23	W-F	630P-7P	Buyline Comment: JEOP - 1/DAY		:30	\$1,000.00	10/03-10/05	3	1	3	\$3,000.00	
24	M-TU	7P-730P	Buyline Comment: WHEEL - 1/DAY		:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
25	W-F	7P-730P	Buyline Comment: WHEEL - 1/DAY		:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00	
26	M-TU	11P-1130P	Buyline Comment: NEWS - 1/DAY		:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
27	W-F	11P-1130P	Buyline Comment: NEWS - 1/DAY		:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
28	W-F	1130P-1230A	Buyline Comment: TONIGHT SHOW - 1/DAY		:30	\$500.00	10/03-10/05	3	1	3	\$1,500.00	
29	M-TU	1130P-1230A	Buyline Comment: TONIGHT SHOW - 1/DAY		:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
30	TH	9P-10P	Buyline Comment: OFFIC/PARKS		:30	\$3,200.00	10/04-10/04	1	1	1	\$3,200.00	
31	F	9P-10P	Buyline Comment: GRIMM		:30	\$2,600.00	10/05-10/05	1	1	1	\$2,600.00	
32	F	10P-11P	Buyline Comment: DATELINE		:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	

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Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—REPORT TOTALS—  
Report Totals: 90 / \$93,525.00

—SALES MONTHLY TOTALS—

Oct 12: 90 / \$93,525.00

Sales Totals: 90 / \$93,525.00

Station Totals: 90 / \$93,525.00

Lines not sent/recl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KLAS	KSNV	KVVU
Books	\$334,018	0%	0%	0%	25%	28%	
Demos		RA35+	KTUD	KVCW	3%	KVNU	14%
		XXXX	0%				

—CREDIT RISK—  
CASH IN ADVANCE